



R22 Regulation

Subject code:4H6AE

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

(Autonomous, Accredited by NAAC with 'A+' Grade)

B.Tech VI Semester Regular Examinations, May 2025

BUSINESS ECONOMICS AND FINANCIAL ANALYSIS

(Common to CE & EEE)

Maximum Marks: 60

Date:27.06.2025

Duration: 3 hours

- Note:
1. This question paper contains two parts A and B.
 2. Part A is compulsory which carries 10 marks. Answer all questions in Part A.
 3. Part B consists of 5 Units. Answer any one full question from each unit.
 4. Each question carries 10 marks and may have a, b, c, d as sub questions.

Part-A

All the following questions carry equal marks (10X1M=10 Marks)		Marks	CO	Bloom Tx
1.a)	Define Business and mention any two characteristics of business.	1M	CO1	2
b)	Differentiate between Micro and Macro Economics.	1M	CO1	3
c)	Define Elasticity of Demand and mention its significance.	1M	CO2	4
d)	State the Law of Demand with an example.	1M	CO2	1
e)	What is a Production Function?	1M	CO3	2
f)	What are the key features of Perfect Competition?	1M	CO3	3
g)	What is the Accounting Equation? Provide an example.	1M	CO4	3
h)	What are the key elements of Financial Statements?	1M	CO4	2
i)	What is meant by Solvency Ratios?	1M	CO5	4
j)	Define Ratio Analysis.	1M	CO5	1

Part-B

Answer All the following questions. (5X10M=50Marks)		Marks	CO	Bloom Tx
2	Describe the significance of National Income and its impact on the economy.	10M	CO1	4
OR				
3	Analyze the role of a Business Economist and the scope of Business Economics in decision-making.	10M	CO1	3
4	Describe the various steps involved in Demand Forecasting.	10M	CO2	3
OR				
5	Discuss the role of Elasticity of Demand in business decision-making.	10M	CO2	4
6	Discuss Break-even Analysis and its importance in business decision-making.	10M	CO3	3
OR				
7	Compare and contrast Monopoly, Monopolistic Competition, and Oligopoly in terms of their market structures.	10M	CO3	2

8	Explain the process of maintaining Books of Accounts, including Journal and Ledger posting.	10M	CO4	4
	OR			
9	a) Analyze the process of preparing Final Accounts. b) Explain the concepts of financial accounting.	5M 5M	CO4	3
10	Analyze different types of Leverage Ratios and their impact on financial stability.	10M	CO5	4
	OR			
11	Solve a simple problem related to Profitability Ratios and interpret the results. ABC Ltd. has the following financial details for the year 2024: Net Sales = ₹10,00,000, Net Profit = ₹2,00,000, Total Assets = ₹5,00,000, Equity Shareholders' Funds = ₹3,00,000 Calculate the following profitability ratios: 1. Net Profit Margin Return on Assets (ROA) 2. Return on Equity (ROE)	10M	CO5	3